

WHAT IS CLAIMED IS:

1. A computer-based method for marketing attendance right options, comprising:
 - 5 storing, in a computer, information related to attendance right options;
 - linking said computer to at least one user terminal through a data communication link; and,
 - displaying, at said user terminal, information concerning selected attendance right option(s).
- 10 2. A computer-based method, as defined in claim 1, wherein storing comprises writing said information into a random access memory.
- 15 3. A computer-based method, as defined in claim 1, wherein storing comprises writing said information into a magnetic storage device.
- 20 4. A computer-based method, as defined in claim 1, wherein storing comprises writing said information into an optical storage device.
- +103 5. A computer-based method, as defined in claim 1, wherein storing includes storing information identifying a particular attendance right and a current offer or bid for the option to purchase said particular attendance right.
6. A computer-based method, as defined in claim 1, wherein storing includes storing information identifying a particular

X attendance right and a current highest bid for the option to purchase said particular attendance right.

+ 7. A computer-based method, as defined in claim 6, wherein storing further includes ~~storing a complete bid history~~ concerning the option to purchase said particular attendance right.

SAB 8. A computer-based method, as defined in claim 1, wherein storing further includes ~~storing option expiration information~~.

10 SAB 9. A computer-based method, as defined in claim 1, wherein storing includes ~~further includes~~ storing information related to vesting of a particular attendance right option. *person's name*

X 10. A computer-based method, as defined in claim 9, wherein vesting information includes an identification of a particular team or competitor who must qualify for *the particular event.* 117 AB

11 15 11. A computer-based method, as defined in claim 9, wherein vesting information includes an identification of a particular round of play.

12 16 11. A computer-based method, as defined in claim 9, wherein vesting information includes an identification of home or away status of the particular event.

13 17 13. A computer-based method, as defined in claim 1, wherein ~~information~~ includes a unique certificate or certification number associated with each attendance right option.

✓ 18 14. A computer-based method, as defined in claim 1, wherein said

data communication link includes at least one internet segment.

15. A computer-based method, as defined in claim 1, wherein linking includes authenticating the user terminal as an authorized user.

5 16. A computer-based method, as defined in claim 1, wherein displaying involves use of an internet browser.

17. A computer-based method, as defined in claim 1, wherein displaying includes displaying information identifying a particular attendance right and bid(s) and/or offer(s) on the 10 option to purchase said particular attendance right.

18. A computer-based method, as defined in claim 1, wherein displaying includes displaying information identifying a particular attendance right and a current highest bid for the option to purchase said particular attendance right.

15 19. A computer-based method, as defined in claim 18, wherein displaying further includes displaying a complete bid history for said particular attendance right.

20 20. A computer-based method, as defined in claim 1, wherein displaying further includes displaying a date on which a sale of the option to purchase said particular attendance right will take place.

21. A computer-based method, as defined in claim 1, wherein displaying further includes displaying account balance information for the user of said user terminal.

22. A computer-based method, as defined in claim 1, wherein displaying further includes displaying option position information for the user of said user terminal.

23. A computer-based method, as defined in claim 1, wherein displaying further includes displaying up-to-date option valuation information.

24. A computer-based method, as defined in claim 23, wherein said option valuation information is computed from current sports wagering data.

25. A computer-based method, as defined in claim 23, wherein said option valuation information is computed based on user-input probabilities concerning option-vesting contingencies.

26. A computer-based method, as defined in claim 18, wherein displaying further includes displaying the net profit/loss for positions currently held by the user of said user terminal.

27. A computer-based method, as defined in claim 26, wherein net profit/loss is computed from the current bid(s)/offer(s) on positions similar to those held by the user.

28. A computer-based method, as defined in claim 1, further comprising: receiving a command, over said communication link, from a user of said user terminal.

29. A computer-based method, as defined in claim 28, wherein receiving comprises receiving a command to purchase the option to purchase a particular attendance right at a previously-displayed

offer price.

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30. A computer-based method, as defined in claim 28, wherein receiving ~~comprises receiving a command to place a specified bid on the option to purchase a particular attendance right.~~

31. A computer-based method, as defined in claim 28, wherein receiving ~~comprises receiving a command to cancel a specified bid on the option to purchase a particular attendance right.~~

32. A computer-based method, as defined in claim 1, wherein receiving ~~comprises receiving a command to place and maintain a bid, higher than the current highest bid, but subject to a limit, on the option to purchase a particular attendance right.~~

33. A computer-based method, as defined in claim 1, further comprising: receiving bid(s) and/or offer(s) on selected attendance right options.

34. A computer-based method, as defined in claim 33, further comprising: clearing said bid(s) and/or offer(s) through a market clearing process.

35. A computer-based method, as defined in claim 34, wherein said market clearing process comprises a Dutch auction process.

36. A computer-based method, as defined in claim 34, wherein said market clearing process comprises an open outcry process.

37. A computer-based system for marketing attendance right options, comprising:

at least one computer, said computer storing information related to attendance right options;

5 at least one user terminal, linked to said computer through a data communication link; and,
said user terminal being configured to receive and/or display information concerning selected attendance right option(s).

10 38. An article-of-manufacture, for use in connection with a computer, said article-of-manufacture comprising a computer-readable medium including a plurality of instructions which, when executed, cause said computer to:

store information related to attendance right options;

link to at least one user terminal through a data communication link; and,

display, at said user terminal, information concerning selected attendance right option(s).

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A handwritten signature in black ink, appearing to read "Alfred J. D'Addio". The signature is fluid and cursive, with "Alfred" on top, "J." in the middle, and "D'Addio" on the bottom. There are some additional, less distinct strokes and loops around the main name.